



# Amul's India: 50 Years of Amul Advertising

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## **Amul's India: 50 Years of Amul Advertising** daCunha Communications

The Amul campaign tells the stories of India, one hoarding at a time. In this revised and updated edition of Amul's India, the much celebrated and best-selling book on fifty years of the Amul advertising campaign, new essays and ads have been added on topics ranging from the NaMo phenomenon to women's safety and empowerment to captivate all those who love their daily dose of the lovable little Amul girl in polka dots. This book celebrates the Amul girl's journey through the eyes of prominent writers, public figures and the subjects of hoardings themselves, offering a potted history of the country over fifty years.

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